

# EMAIL MARKETING

## Why Use Email Marketing?

- ✓ The following stats show why email marketing has remained the ideal marketing channel for internet users to date
  - o Email marketing has a 4400% ROI and \$44 for every \$1 spent
  - o 75% of adult online users say that email marketing is their preferred marketing method
  - o 94% of internet users use email, while only 61% use social media
  - o Email's average order value is at least three times higher than that of social media
  - o Nearly 1 in 5 companies (18%) reported an ROI of over \$76 in 2014, which is three times more than 2013 figures (5%)
  - o Email on mobile continues to grow in leaps and bounds with open rates reaching up to 68%
  - o The revenue per email was \$0.11 in Q1 2014 compared to \$0.10 in Q4 2013
  - o 77% of ROI comes from segmented, targeted, and triggered campaigns
  - o Email offers more reporting and analytics capability, including click-through rates, open rates, bounce rates, and conversions.
  - o Email's ROI was 28.5% compared to 7% for direct mail
  - o 83% of B2B marketers use email newsletters for content marketing

- o 91 percent of US adults like to receive promotional emails from companies they do business with
- o Email is almost 40 times more effective in helping businesses acquire new customers than Facebook and Twitter combined

## Benefits of Email Marketing

✓ Email marketing offers a lot of benefits for its users. Some of these benefits include:

- o It is cost-effective and generates a high ROI
- o It saves time and effort
- o It targets your fans
- o It allows segmentation of audience and acquires customer information
- o It allows calls to action
- o It is easy to setup
- o It offers personalized messages
- o It provides real-time messages
- o It is easy to measure
- o It is easy to share

## Types of Email Marketing

✓ Email marketing provides the most cost-effective solution for converting prospective customers into loyal clients. It allows you to utilize different marketing content including creative marketing copy, visuals, and multimedia

- ✓ There are several ways businesses make use of email marketing, some of which are:
  - o Growing their business - know, like, trust factor
  - o Sell your stuff
  - o Sell other people's stuff (affiliate marketing)

## Types of Emails

- ✓ Outlined below are the different types of emails that you need to be sending your list
  - o The Welcome Email
  - o The Offer Email
  - o The Survey Email
  - o The Request Email
  - o The Newsletter Email
  - o The Free Gift Email
  - o The Value Email
  - o The New Product Email
  - o The Reorder Email
  - o The Abandoned Cart Email
  - o The Announcement Email
  - o The Anniversary Email

# How to Get Started with Email Marketing

- ✓ To get started with email marketing, here is a step-by-step guide on what you need to do:
  - o Find a good email marketing provider
  - o Build your email list
  - o Set up your welcome email
  - o Create a reusable email template
  - o Practice writing persuasive messages
  - o Create attention-grabbing subject lines
  - o Preview and test before sending
  - o Send your email
  - o Track your results

## Best Practices for Email Marketing

- ✓ Here are the things you should do:
  - o Give subscribers what you promised
  - o Add some personality to your messages
  - o Help your audience get to know and trust you
  - o Open a two-way conversation
  - o Share other ways to connect with you
  - o Keep adding to it over time
  - o Plan out the entire sequence before you begin writing
- ✓ Here are the things you should avoid:

- o Don't stop at a welcome message
- o Avoid sending multiple autoresponder messages in one day
- o Do not overshare
- o Don't stress about people who unsubscribe
- o Don't sell in every email
- o Don't try to please everyone
- o Don't dread the technical part